

Job No. 995 November, 1958 Number _____ County _____ Place _____ A

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

Smoke cigarettes _____ 11-1 (Skip to 3)
 Don't smoke _____ 2 (Ask 2)
 Don't know _____ 3

2a. Did you used to smoke cigarettes?

Yes _____ 4 (Ask b)
 No _____ 5 (Skip to 21)
 Don't know _____ 6

b. How long ago did you stop smoking cigarettes?

Less than 6 months _____ 7
 6 months—less than 1 year _____ 8
 1 year—less than 2 years _____ 9
 2 years—less than 3 years _____ 0
 3 years or more _____ X
 Don't know _____ Y

c. What brand of cigarettes were you smoking then?

Camel (Reg.) _____ 12-1
 Chesterfield (Reg.) _____ 2
 (King) _____ 3
 Hit Parade (King Fil.) _____ 4
 Kent (King Fil.) _____ 5
 Kool (Reg. M) _____ 6
 (Fil. M) _____ 7
 L & M (King Fil.) _____ 8
 Lucky Strike (Reg.) _____ 9
 Marlboro (King Fil.) _____ 0
 Old Gold (Reg.) _____ 13-1
 (King) _____ 2
 (Fil.) _____ 3
 Pall Mall (King) _____ 4
 Parliament (Reg. Fil.) _____ 5
 (King Fil.) _____ 6
 Philip Morris (Reg.) _____ 7
 (King) _____ 8
 Raleigh (King) _____ 9
 (Fil.) _____ 0
 Salem (Fil. M) _____ X
 Spud (Fil. M) _____ Y
 Tareyton (King) _____ 14-1
 (King Fil.) _____ 2
 Viceroy (King Fil.) _____ 3
 Winston (King Fil.) _____ 4
 Other Regular _____ 5
 Other King _____ 6
 Other Filter _____ 7
 No regular brand _____ 8
 Don't know _____ 9

2d. Why did you stop smoking cigarettes?

Don't know _____ 15-
 (Skip to 21)
 Don't know _____ 16-Y

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (HAND RESPONDENT CARD)

Coffee _____ 12-1
 Highballs or mixed drinks _____ 2
 Chewing gum _____ 3
 Coke or other soft drinks _____ 4
 Beer or ale _____ 5
 Wine _____ 6
 Candy _____ 7
 Cigarettes _____ 8
 Don't know _____ 9

1001753941

4. Here are some situations in which you might particularly want some of the things on the list.

	Coffee	Gum	Highball or mixed drink	Coke or soft drink	Beer or ale	Wine	Candy	Cigarettes	None or don't know
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want? _____	13-1	2	3	4	5	6	7	8	9
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want? _____	14-1	2	3	4	5	6	7	8	9
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want? _____	15-1	2	3	4	5	6	7	8	9
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want? _____	16-1	2	3	4	5	6	7	8	9

5. What is it you like about (each thing used in 3)? What good effects does it have on you? Anything else?

Coffee	17-
Don't know	18-Y
Highball or mixed drink	19-
Don't know	20-Y
Coke or other soft drink	21-
Don't know	22-Y

5. (cont.)

Beer or ale	23-
Don't know	24-Y
Cigarettes	25-
Don't know	26-Y
6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand the word "Butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?	27-
Don't know	28-Y

1001753942

From the desk of:-

JAMES W. GEIGER

To: - John Bell -

Please sort these cards and give me the number of smokers in each brand category who consume the following numbers of cigarettes:

6 or less	(41-1)
7-15	(41-2)
16-25	(-3)
26-35	(-4)
36 or more	(-5, 6, 7)

Also give the corresponding percentage of the total in each brand category.

JHG

(over)

1001753943

Question 27 - What brand do
you smoke most often?

Question 8 - How many cigarettes
do you smoke a day?

Camel = 24-1 p. 8. quest.

	6	7-15	16-25	26-35	>36
Camel					
PM					

1001753944

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head.

The best cigarette of the day is the one I have when

1-10 1-10 1-10 1-10 1-10 1-10 1-10 1-10 1-10 1-10

29- 29- 29- 29- 29- 29- 29- 29- 29- 29-

30- 30- 30- 30- 30- 30- 30- 30- 30- 30-

31- 31- 31- 31- 31- 31- 31- 31- 31- 31-

32- 32- 32- 32- 32- 32- 32- 32- 32- 32-

Nothing or don't know 30-Y

31- 31- 31- 31- 31- 31- 31- 31- 31- 31-

32- 32- 32- 32- 32- 32- 32- 32- 32- 32-

Nothing or don't know 32-Y

33- 33- 33- 33- 33- 33- 33- 33- 33- 33-

34- 34- 34- 34- 34- 34- 34- 34- 34- 34-

Nothing or don't know 34-Y

35- 35- 35- 35- 35- 35- 35- 35- 35- 35-

36- 36- 36- 36- 36- 36- 36- 36- 36- 36-

Nothing or don't know 36-Y

37- 37- 37- 37- 37- 37- 37- 37- 37- 37-

38- 38- 38- 38- 38- 38- 38- 38- 38- 38-

Nothing or don't know 38-Y

39- 39- 39- 39- 39- 39- 39- 39- 39- 39-

40- 40- 40- 40- 40- 40- 40- 40- 40- 40-

Nothing or don't know 40-Y

41- 41- 41- 41- 41- 41- 41- 41- 41- 41-

42- 42- 42- 42- 42- 42- 42- 42- 42- 42-

Nothing or don't know 42-Y

43- 43- 43- 43- 43- 43- 43- 43- 43- 43-

44- 44- 44- 44- 44- 44- 44- 44- 44- 44-

Nothing or don't know 44-Y

45- 45- 45- 45- 45- 45- 45- 45- 45- 45-

46- 46- 46- 46- 46- 46- 46- 46- 46- 46-

Nothing or don't know 46-Y

47- 47- 47- 47- 47- 47- 47- 47- 47- 47-

48- 48- 48- 48- 48- 48- 48- 48- 48- 48-

Nothing or don't know 48-Y

49- 49- 49- 49- 49- 49- 49- 49- 49- 49-

50- 50- 50- 50- 50- 50- 50- 50- 50- 50-

Nothing or don't know 50-Y

51- 51- 51- 51- 51- 51- 51- 51- 51- 51-

52- 52- 52- 52- 52- 52- 52- 52- 52- 52-

Nothing or don't know 52-Y

53- 53- 53- 53- 53- 53- 53- 53- 53- 53-

54- 54- 54- 54- 54- 54- 54- 54- 54- 54-

Nothing or don't know 54-Y

55- 55- 55- 55- 55- 55- 55- 55- 55- 55-

56- 56- 56- 56- 56- 56- 56- 56- 56- 56-

Nothing or don't know 56-Y

57- 57- 57- 57- 57- 57- 57- 57- 57- 57-

58- 58- 58- 58- 58- 58- 58- 58- 58- 58-

Nothing or don't know 58-Y

59- 59- 59- 59- 59- 59- 59- 59- 59- 59-

60- 60- 60- 60- 60- 60- 60- 60- 60- 60-

Nothing or don't know 60-Y

8. How many cigarettes do you usually smoke a day?

6 or less 41-1

7-15 (1/2 pack) 2

16-25 (pack) 3

26-35 (1 1/2 packs) 4

36-45 (2 packs) 5

46-55 (2 1/2 packs) 6

56 or more 7

Don't know 8

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

More 9

Less 0

Same X

Don't know Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

ASK FIRST ABOUT COFFEE 42-X

ASK FIRST ABOUT CHEWING GUM Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10b. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10c. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10d. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10e. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10f. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10g. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10h. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10i. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10j. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10k. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10l. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10m. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10n. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10o. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10p. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10q. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10r. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

10s. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)?

(HAND RESPONDENT CARD) Any others?

1001753945

11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

	a. Best taste	b. Worst taste	c. Best filter taste	d. Worst filter taste
Camel	48-1	51-1	54-1	57-1
Chesterfield	2	2	2	2
Hit Parade (Filter)	3	3	3	3
Kent (Filter)	4	4	4	4
Kool (Non-filter)	5	5	5	5
Kool (Filter)	6	6	6	6
L & M (Filter)	7	7	7	7
Lucky Strike	8	8	8	8
Marlboro (Filter)	9	9	9	9
Old Gold (Non-filter)	0	0	0	0
(Filter)	X	X	X	X
Pall Mall	Y	Y	Y	Y
Parliament (Filter)	49-1	52-1	55-1	58-1
Philip Morris	2	2	2	2
Raleigh (Non-filter)	3	3	3	3
(Filter)	4	4	4	4
Salem (Filter)	5	5	5	5
Spud (Filter)	6	6	6	6
Tareyton (Non-filter)	7	7	7	7
(Filter)	8	8	8	8
Viceroy (Filter)	9	9	9	9
Winston (Filter)	0	0	0	0
Other non-filter	50-1	53-1	56-1	59-1
Other filter	2	2	2	2
All menthol (vol.)	3	3	3	3
All filters (vol.)	4	4	4	4
All non-filters (vol.)	5	5	5	5
Don't know	6	6	6	6

b. Which brand of cigarettes do you think has the worst taste? (RECORD ABOVE)

c. (ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN a) Which brand of filter cigarettes do you think has the best taste? (RECORD ABOVE)

d. (ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN b) Which brand of filter tips has the worst taste? (RECORD ABOVE)

12a. Which brand of filter tips do you think has the most effective filter?

	a. Most effective	b. Least effective
Hit Parade	60-1	62-1
Kent	2	2
Kool	3	3
L & M	4	4
Marlboro	5	5
Old Gold	6	6
Parliament	7	7
Raleigh	8	8
Salem	9	9
Spud	61-1	63-1
Tareyton	2	2
Viceroy	3	3
Winston	4	4
Other	5	5
Don't know	6	6

b. Which brand of filter tips do you think has the least effective filter? (RECORD ABOVE)

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes—the tobacco used in the cigarette or the filter?

	a. Tar and nicotine	b. Taste
Tobacco	64-1	5
Filter	2	6
Both equal (vol.)	3	7
Don't know	4	8

b. How about as far as the taste of the filter cigarette goes—which is more important, the tobacco or the filter? (RECORD ABOVE)

14. As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do—cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

Equally on everything	65-1
Cut down on particular things	2
Depends on the filter (vol.)	3
Don't know	4

1001753946

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD)

Most effective Least effective

Cigarette A—with a greater number of strands in the filter	66-1	67-1
Cigarette B—with a new type of filter material	2	2
Cigarette C—with a longer filter	3	3
Cigarette D—which has special chemicals sprayed on the filter material	4	4
Cigarette E—which has menthol in the filter	5	5
Cigarette F—which has an extra tightly packed filter	6	6
Cigarette G—a two-section filter with different types of material in each section	7	7
Don't know	8	8

b. Which one of the cigarettes on that list do you think would have the least effective filter? (RECORD ABOVE)

16a. Some brands of filter tips have what they call recessed filters—filters made with an air space between the end of the filter material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters or flush filters?

Recessed _____ 68-1 (Ask 17a) (Ask 17b)
 Flush _____ 2 b) _____ 6
 No difference _____ 3 (Skip to 17) (Skip to 19)
 Don't know _____ 4

b. Why do you prefer (recessed, flush) filters?

Don't know _____ 70-Y

17a. Leaving aside all of the other aspects of filters and how you feel about them—which do you feel does the better job of filtering the smoke, recessed filters or flush filters? (RECORD ABOVE)

b. Why do you think (recessed, flush) filters do a better job of filtering the smoke?

Don't know _____ 72-Y

(IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP TO 19)

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Recessed _____ 73-1
 Flush _____ 2
 No difference _____ 3
 Don't know _____ 4

19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette?

Shorter filter _____ 5
 Less tobacco _____ 6
 Both (vol.) _____ 7
 Don't know _____ 8

1001753947

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarette? (HAND RESPONDENT CARD)

	Most important factor	Filters	Non-filters	No difference or don't know
Better tobacco	11-1	12-1	2	3
Less nicotine	2	4	5	6
Less tar	3	7	8	9
Nicer looking	4	0	X	Y
Better for you	5	13-1	2	3
Less irritating	6	4	5	6
Milder smoking	7	7	8	9
Less expensive	8	0	X (Ask c)	Y (Ask c)
Feel better in your mouth	9	14-1	2	3
Better flavor	0	4	5	6
Easier on your lungs	X	7	8	9
None or don't know	Y	0	X	Y

(ASK ABOUT EACH ITEM ON LIST)

b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference? (RECORD ABOVE)

(DO NOT ASK IF FILTERS MARKED "LESS EXPENSIVE" IN QUESTION 20b.)

c. There is a real possibility that filter cigarettes will soon be less expensive than non-filter cigarettes. If filter cigarettes were less expensive which do you think you would smoke?

Filters 15-1
Non-filters 2
Don't know 3

10017533948

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (HAND RESPONDENT CARD) (If "yes") Which flavors would you like to try?

Like	
Orange	17-1
Lemon	2
Apple	3
Pineapple	4
Cherry	5
Strawberry	6
Raspberry	7
Peppermint	8
Spearmint	9
Cinnamon	0
Wintergreen	X
Root beer	Y
Dentyne	18-1
Lime	2
Peach	3
Chocolate	4
Vanilla	5
Walnut	6
Coffee	7
Other	8
None	9
Don't know	0

(NON-SMOKERS
SKIP TO 46)

(ALL OTHERS
CONTINUE)

22. What type of cigarette do you smoke most often—filter tips or non-filter tips?

Filters	19-1	(Ask b)
Non-filters	2	(Skip to 27)
Both equally (vol.)	3	(Ask b)
Don't know	4	(Skip to 27)

- b. How long have you been smoking filter tips regularly?

Less than 3 months	5
3 months - less than 6 months	6
6 months - less than 1 year	7
1 year - less than 2 years	8
2 years - less than 4 years	9
4 years - less than 6 years	0
6 years or more	X
Don't know	Y

23. When filters are available, do you ever smoke non-filters?

Yes	20-1
No	2
Don't know	3

24. Which do you really enjoy the most—filters or non-filters?

Filters	4
Non-filters	5
No difference (vol.)	6
Don't know	7

25. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Filters	8	(Ask b)
Non-filters	9	(Skip to 27)
Don't know	0	

- b. Why do you think you would continue to smoke filters?

21-

22-

Don't know 22-Y

26. QUESTION OMITTED

1001753949

27. What brand of cigarettes do you smoke most often?

Camel (Reg.)	24-1	
Chesterfield (Reg.)	2	
(King)	3	(Ask 28)
His Parade (King Fil.)	4	
Kent (King Fil.)	5	
Kool (Reg. M)	6	(Skip to 29)
(Fil. M)	7	
L & M (King Fil.)	8	
Lucky Strike (Reg.)	9	(Ask 28)
Marlboro (King Fil.)	0	
Newport (King Fil.)	X	(Skip to 29)
Oasis (King Fil.)	Y	
Old Gold (Reg.)	25-1	
(King)	2	
(Fil.)	3	
Pall Mall (King)	4	
Parliament (Reg. Fil.)	5	(Ask 28)
(King Fil.)	6	
Philip Morris (Reg.)	7	
(King)	8	
Raleigh (King)	9	
(Fil.)	0	
Salem (Fil. M)	X	(Skip to 29)
Spud (Fil. M)	Y	
Tareyton (King)	26-1	
(King Fil.)	2	
Viceroy (King Fil.)	3	
Winston (King Fil.)	4	(Ask 28)
Other Reg. (Write in)	5	
Other King (Write in)	6	
Other Filter (Write in)	7	
No regular brand	8	(Skip to 29)
Don't know	9	

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

	28.	29.
	Would smoke	Tried
Kool (Filter)	27-1	28-1
(Regular)	2	2
Newport	3	3
Oasis	4	4
Salem	5	5
Spud	6	6
None	7	7
Don't know	8	8

29. Which of the (other) mentholated filter tip brands have you tried? (RECORD ABOVE)

33a. Now, would you look at this list of advertising slogans and tell me which ones you have ever heard of? (HAND RESPONDENT CARD. READ SLOGAN TO RESPONDENT)

	A.	B.
	Heard of	Not heard of
A thinking man's filter and a smoking man's taste	33-1	
I'd walk a mile for a " " "	2	
Pleasure up	3	
It's what's up front that counts	4	
No filter feedback	5	
The first cigarette which meets the standards of U. S. Testing Company	6	
Live modern, smoke " " "	7	
None	8	(Skip to 34)

(ASK ABOUT EACH SLOGAN MARKED "HEARD OF")

B. What brand of cigarettes uses this slogan? (READ SLOGAN TO RESPONDENT) (WRITE IN BRAND NAME ABOVE)

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? (HAND RESPONDENT CARD) Any others?

To give it a different taste	29-1	To cover up cheaper tobacco	4
To cool off the smoke	2	To improve filtration	5
To give it a fresh taste	3	To ease smoker's throat	6
		Don't know	7

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Better	30-1	(Ask b)
Same	2	(Skip to 32)
Some brands better (vol.)	3	(Ask b)
Some better, some worse (vol.)	4	
Some brands worse (vol.)	5	(Skip to 32)
Don't know	6	

b. Which brands of mentholated cigarettes are better tasting?

Kool (Filter)	31-1	Salem	5
(Regular)	2	Spud	6
Newport	3	None	7
Oasis	4	Don't know	8

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? (HAND RESPONDENT CARD)

Lightly mentholated	32-1	Mild tobacco	4
Really cool tasting	2	Full menthol flavor	5
Mint Flavored	3	None or don't know	6

10017533950

34. Reemmed filters are often advertised as being "Cleaner smoking." What do you think they mean by that—that they are less messy or better for you or what?

Less messy _____ 41-1
Better for you _____ 2
Other _____ 41-
(write in)

35. Are there any brands (besides your regular brand) that you smoke occasionally?

Brand	Brand smoked before	Couple of years from now
Camel (Reg.)	42-1	45-1
Chesterfield (Reg.)	2	2
(King)	3	3
Hi Parade (King fil.)	4	4
Kent (King fil.)	5	5
Kool (Reg. M)	6	6
(Fil. M)	7	7
L & M (King fil.)	8	8
Lucky Strike (Reg.)	9	9
Marlboro (King fil.)	0	0
Newport (King fil.)	X	X
Oasis (King fil.)	Y	Y
Old Gold (Reg.)	43-1	46-1
(King)	2	2
(fil.)	3	3
Pall Mall (King)	4	4
Parliament (Reg. fil.)	5	5
(King fil.)	6	6
Philip Morris (Reg.)	7	7
(King)	8	8
Raleigh (King)	9	9
(fil.)	0	0
Salem (fil. M)	X	X
Spud (fil. M)	Y	Y
Tareyton (King)	44-1	47-1
(King fil.)	2	2
Viceroy (King fil.)	3	3
Winston (King fil.)	4	4
Other Regular	5	XXX
Other King	6	XXX
Other Filter	7	XXX
Other	XXXX	XXXX
None	9	9
No regular brand	0	0
Don't know	X	X

(Ask 36b)

(WRITE IN BELOW)

36a. Now going back to your regular brand—what brand did you smoke most often before (brand in 27)? (RECORD ABOVE)

b. Why did you switch from (brand in 36a) to (brand in 27)?

51-
52-
Don't know _____ 52-Y

37. What cigarettes do you think you'll be smoking a couple of years from now? (RECORD ABOVE)

53-
54-
Other _____ 55-
(write in)

38. How long have you been smoking your present brand: (Brand smoked "most often" in 27)

Less than 3 months _____ 56-1
3 months—less than _____ 2
6 months _____ 2
6 months—less than 1 year _____ 3
1 year—less than 2 years _____ 4
2 years—less than 4 years _____ 5
4 years—less than 6 years _____ 6
6 years or more _____ 7
Has no regular brand (vol.) _____ 8
Don't know _____ 9

39a. In a sense everyone is a gambler—every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (HAND RESPONDENT CARD)

	Most dangerous	Least dangerous
Riding in an airplane	57-1	58-1
Taking a trip in a car	2	2
Smoking a pack or more of cigarettes a day	3	3
Climbing in and out of a bath tub	4	4
Going for a long swim in a large lake	5	5
Don't know	8	8

b. Which one is least dangerous? (RECORD ABOVE)

40a. Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? (HAND RESPONDENT CARD)

	Believe	Not believe
The Food and Drug Research Lab., Inc.	59-1	60-1
American Cancer Society	2	2
U. S. Department of Health	3	3
American Medical Association	4	4
Sloan-Kettering Research Laboratory	5	5
U. S. Testing Company	6	6
Tobacco Industry Research Council	7	7
Don't know	8	8

b. Which one would you be least likely to believe? (RECORD ABOVE)

41a. Cigarettes are now sold in three different lengths—regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

	Available	Usually buy
Regular	61-1	6
Long	2	7
King	3	8
Has no regular brand (vol.)	4	9
Don't know	5	0

b. (IF MORE THAN ONE SIZE AVAILABLE) What length do you usually buy? (RECORD ABOVE)

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42a. There are different types of packages on the market—namely, soft packs and the hard box type package. What types of package are available in your brand?

a. Available		b. Usually buy	
Soft pack only	62-1 (Skip to 43)		6 (Ask c)
Hard box only	2		7 (Skip to 43)
Both	3		8 (Ask c)
Has no regular brand (vol.)	4 (Ask b) XXXX		
Don't know	5		9 (Skip to 43)

b. What type of package do you usually buy? (RECORD ABOVE)

c. Did you ever regularly buy your brand in the hard box?

Yes	0 (Ask d)
No	X (Skip to 43)
Don't know	Y

d. What made you start buying your regular brand in the soft package again?

43a. If your brand offered a choice of both hard and soft packages and in all three lengths—regular, long size and king size—what length would you actually prefer to smoke?

Regular	65-1
Long	2
King	3
No difference (vol.)	4
Don't know	5

b. What type of package would you prefer, the soft pack or the box-type package?

Hard pack	6
Soft pack	7
Parliament pack (vol.)	8
Don't know	9

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

The first one is:	Agree	Disagree	Don't know
a. Filter-tip cigarettes are no safer than non-filters	66-1	2	3
b. Filter tip cigarettes use a special blend of tobaccos	4	5	6
c. Cigarettes taste better through a filter	7	8	9
d. Filter cigarettes cause you to smoke more	0	X	Y
e. They could make better filters than they do	67-1	2	3
f. Cigarettes may be harmful, but I'm not going to worry about it	4	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm	7	8	9
h. Filter-tip cigarettes use a cheaper grade of tobacco	0	X	Y

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

About over	68-1
Not over	2
Don't know	3

b. Would you tell me which of the statements on this card applies to you? (HAND RESPONDENT CARD)

I or someone in my immediate family has been out of work at some time during this past year

While no one in our family has been out of work during the past year, our family income has been less than it was a year ago

Our family income was the same this year as it was a year ago

Our family income was higher this year than it was a year ago

Don't know

46a. Now just a few questions for tabulating purposes—are you married or single?

Married	74-1 (Ask b)
Single	2 (Skip to 47)
Widowed or divorced	3

b. Does your (husband, wife) smoke?

Yes	4
No	5
Don't know	6

47. What is the last grade of school you finished—not including special courses like art or secretarial?

No school	7
Grade school	8
High school	9
College	0

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Saturday, May 20 1961 Sunday, May 21

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48a. What is your occupation?

a. Respondent	c. Head of household
Top management, top talent, and major professional	75-1 76-1
Administrative, salaried professional, executive	2 2
Owner—small retail store or business	3 3
Technicians, minor administrative, and low supervisory	4 4
White collar, clerical (non-supervisory)	5 5
Skilled worker (trades, training required)	6 6
Worker (no training required)	7 7
Retired	8 8
Unemployed	9 9
Student	0 0
Housewife	X X

b. Are you the head of your household?

Yes 77-1 (SKIP TO FACTUAL)
 No 2 (Ask c)

c. What is the occupation of the head of your household? (RECORD ABOVE)

FACTUAL

Sex	Economic Level
Male 78-1	A 79-1
Female 2	A- 2
	B+ 3
	B 4
	B- 5
	C+ 6
	C 7
	C- 8
	D+ 9
	D 0

Age

18-20 3	
21-24 4	
25-34 5	
35-49 6	
50 and over 7	

Race

White 8	
Negro 9	

Not completed
 Non-English speaking X
 Refused due to non-interest at Question # Y
 (write in)

Respondent's Name: _____

Address: _____ Apt. # _____

Respondent # _____ Interviewer's Initials _____

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